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Ensuring a Well-managed Maternal Care And Referral Pathway for Urban Poor In Bangladesh

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Ma Jaan: solving referral challenges for urban poor to access emergency obstetric and newborn care in Bangladesh

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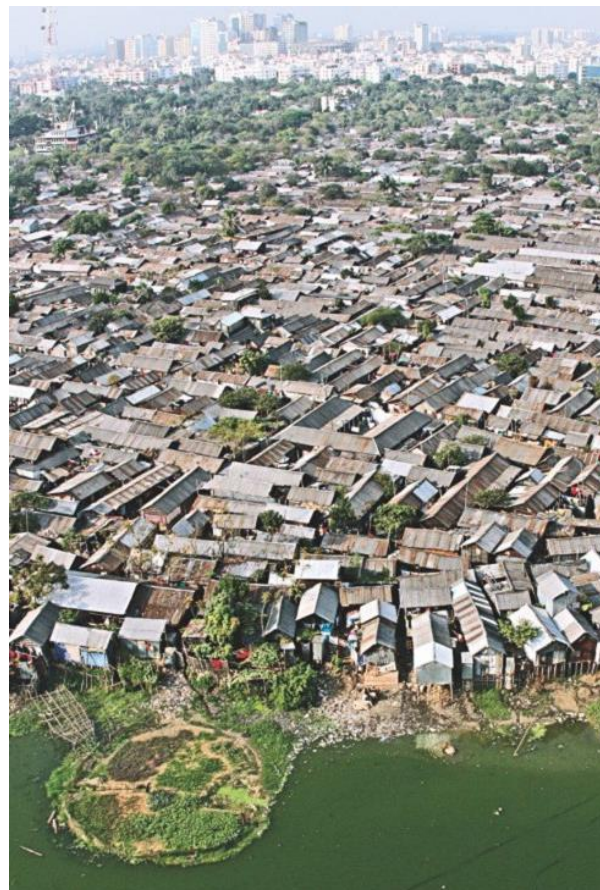


Background

- The informal settlements of the slums in Bangladesh are disorderly, overcrowded, and under-resourced.
- Only 13% of these residents having access to affordable health care facilities.
- The slum community of Bangladesh have additional challenges of accessibilities, finances and the fear of the unknown.



Slums growth: from only 2,991 in 1997 to 13,935 in 2014



Urban Growth: 23% in 2011 to 37.2% in 2019, and is projected to 55.7% by 2050





Why MA JAAN

"I was helpless by the roadside at 3 AM, waiting for an auto rickshaw to take me to the nearby hospital. Unfortunately, we were late to reach and eventually I lost my first child."

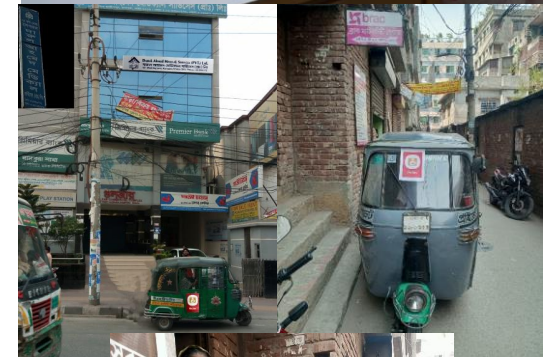
*Umme Kulsum
Resident of Korail Slum*





The IDEA

- Our goal was to create an ICT-based 24/7 communication infrastructure that would connect pregnant women, midwives, referral hospitals, and transport drivers, thereby reducing delays and improving quality of treatment.





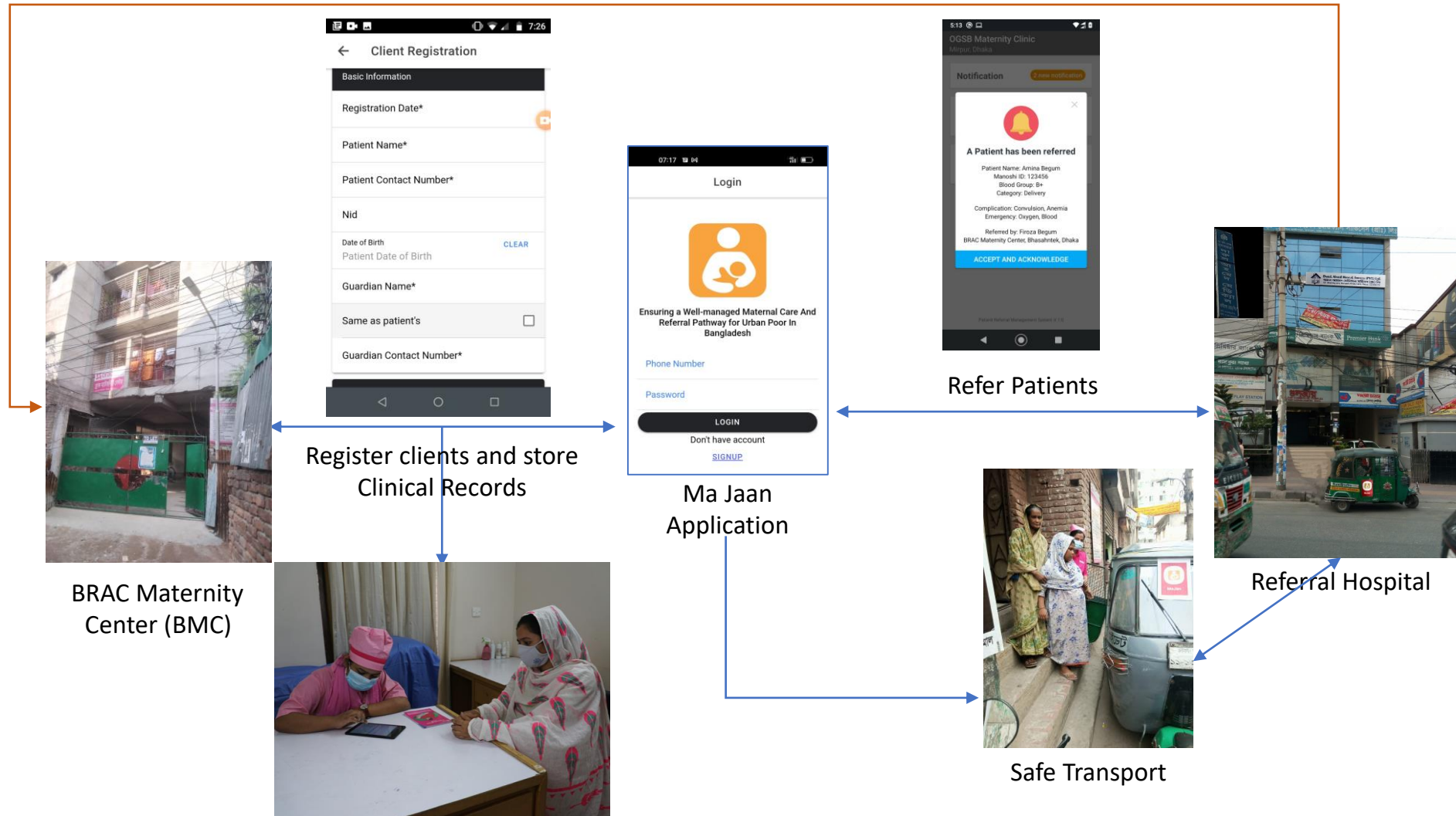
The Solution: “MA JAAN”

- “Ma Jaan” was launched as a prototype at three midwifery centres of Dhaka back in December 2020. Now the application is under operation at 43 BMCs at Dhaka, Chattogram, Narayanganj, Sylhet, Barishal, Khulna, Rajshahi and Gazipur city corporation.
- The midwives use the mobile app to ensure safe referral
- There is a pool of drivers to search for during an emergency
- There is a pool of referral facilities connected with each of the BMC
- A web-based [dashboard](#) generates necessary reports.





How Ma Jaan App works?





**INNOVATION
2020**

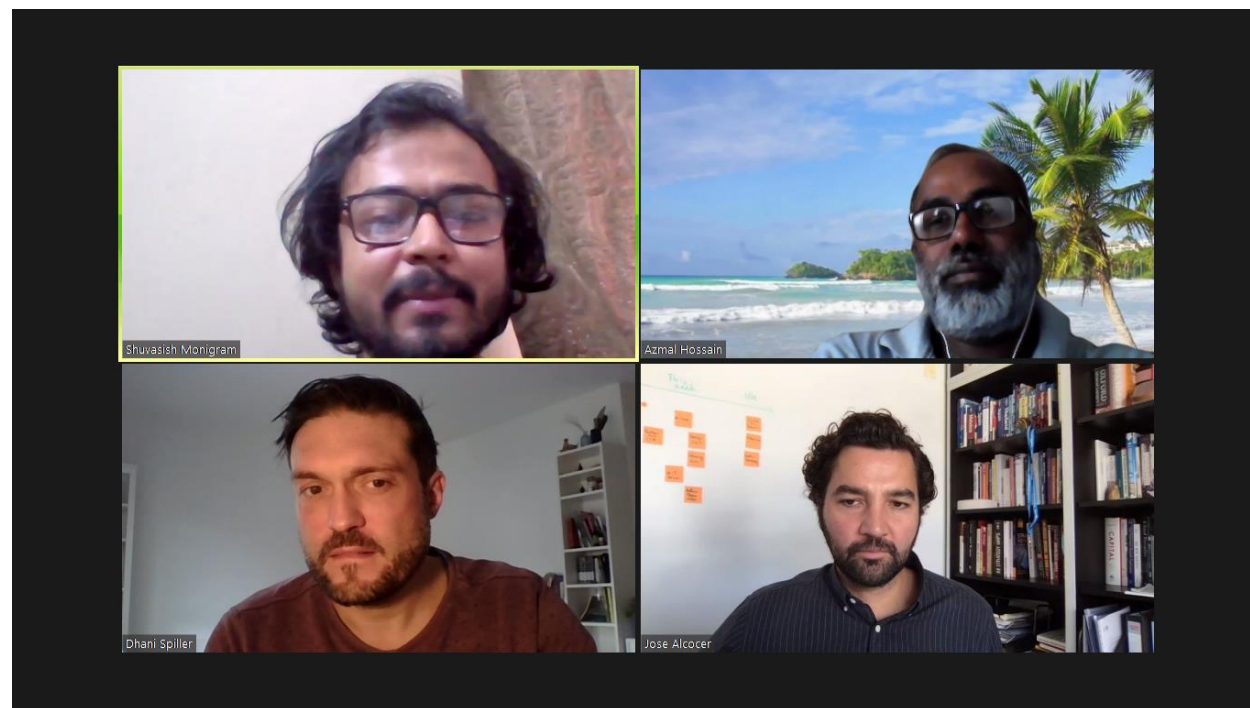
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Development of App



- Human Centered Design – Virtual Bootcamp
- User Research
- Development of Prototype
- Usability Test
- Android and Web Version

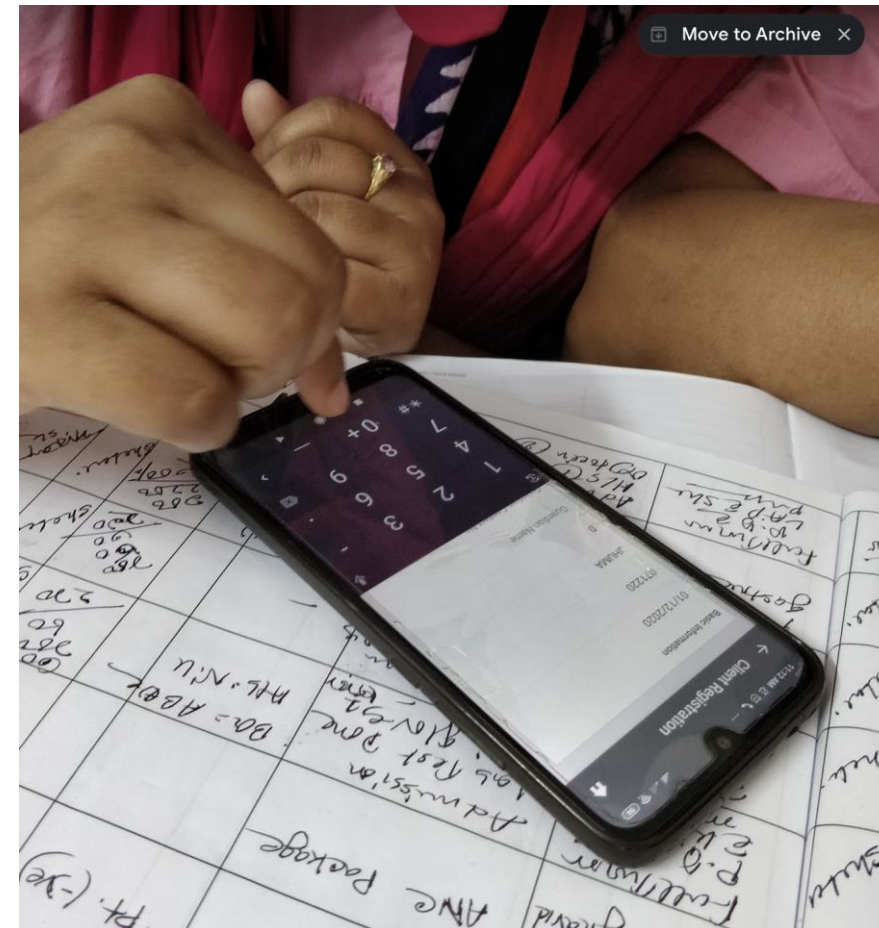




Implementation

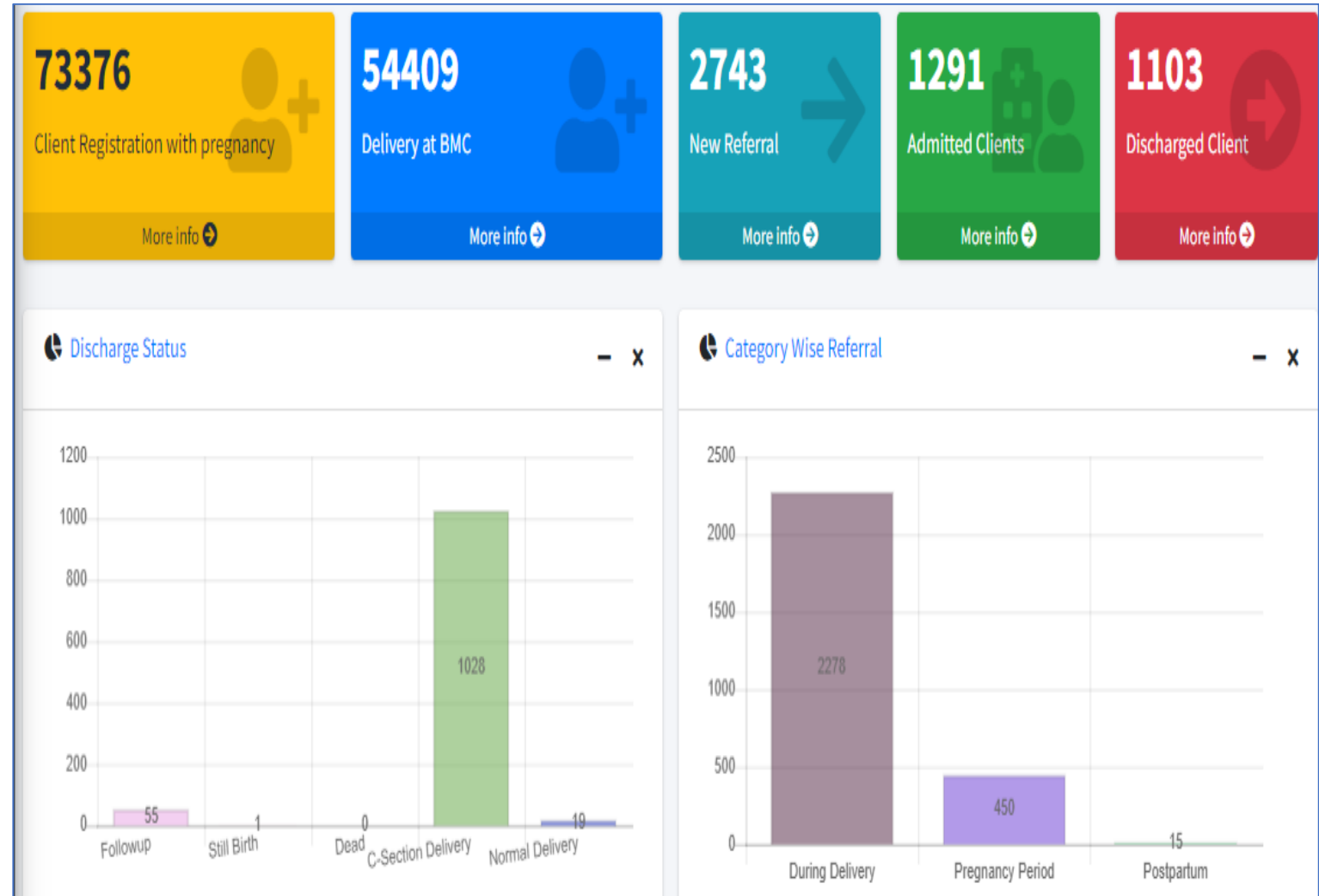


- Testing, Piloting, Phase-wise Scale-up
- Continuous modifications based on user's experience and feedback
- Training of the users: midwives at the midwifery centers and at the referral hospitals
- Developing promotional materials
- Mentoring the midwives
- Periodic monitoring and reviews of the intervention.



Results

- The App is in use in 43 BMCs and 8 Referral Facilities
- Established good communication between the drivers and the women
- The fast access to medical records allows clinicians to make quick judgments and save the lives of babies and mothers





Lessons Learned



- Human behind technology is crucial
- Open to feedback and learning environment is an important factor
- Be focused and confident for success
- Solutions are practical and align with the needs of the intended end-users
- Concentrate on the core outcomes





Want to adopt Ma-Jaan?



- At organizational level
 - Do a user research
 - Do a usability test
 - Customize Ma-Jaan with the new setting
- At operational level
 - Have to have a web server
 - Deploy and configure the system on the server
 - Rebuild mobile app with necessary changes and connect the mobile app with the server work accordingly.





Thank You